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11/5/2 (Item 2 from file: 583)  
DIALOG(R)File 583: Gale Group Globalbase(TM)  
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06420895

**How Murdoch could bury the BBC**

UK: BBC WORRIED OVER DIGITAL GATEWAY

Independent ( TI ) 23 Jan 1997 p.3

**Language:** ENGLISH

The British Broadcasting Corporation (BBC) has asked Ofcom, the telecommunications industry regulator, to design guidelines concerning the front end to which digital TV satellite subscribers will have access when watch TV. The BBC is particularly concerned about the fact that BSkyB, the satellite broadcaster, could introduce a front-end which would make more difficult for viewers to have access to free TV channels such as BBC1 and BBC2. BSkyB, which will have the control of the **set-top** boxes, could force viewers to **watch adverts** for its own pay-TV channels before they can watch their favourite programmes.

**Company:** BSKYB; OFTEL; BBC; BRITISH BROADCASTING CORPORATION

**Product:** Television Broadcasting (4833);

**Event:** National Government Economics (94);

**Country:** United Kingdom (4UK);

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**Dialog eLink:** **USPTO Full Text Retrieval Options**

11/5/5 (Item 1 from file: 60)

DIALOG(R)File 60: ANTE: Abstracts in New Tech & Engineering

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0001201447 IP Accession No: 20080884228

**Network controller for cable television delivery systems**

Hendricks, John S; Bonner, Alfred E

, USA

**Publisher Url:** <http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=/netaht/ml/PTO/search-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=56 00364.PN.&OS=pn/5600364&RS=PN/5600364>

**Document Type:** Patent

**Record Type:** Abstract

**Language:** English

**File Segment:** ANTE: Abstracts in New Technologies and Engineering

**Abstract:**

A novel network controller for use with a digital cable headend capable of monitoring and controlling **set top** terminals in a television program delivery system is described. The invention relates to methods and apparatus for a network controller that manages a configuration of **set top** terminals in a program delivery system. The invention is particularly useful in program delivery systems with hundreds of channels of programming, a menu driven program selection system, and a program control information signal that carries data and identifies available program choices. Specifically, the invention modifies a program control information signal at the cable headend before the modified signal is transmitted to each **set top** terminal. This signal is used with polling methods to receive upstream data from the **set top** terminals. The invention initiates such upstream data retrieval, gathers all data received and compiles viewer demographics information and programs watched information. The invention processes this data and information to generate packages of advertisements, as well as account and billing reports, targeted towards each **set top** terminal. The invention uses upstream data reception hardware, databases and processing hardware and software to accomplish these functions.

**Descriptors:** Inventions; Control systems; Terminals; Delivery systems; Networks; Upstream; Cables; Hardware; Channels; Data retrieval; Computer programs; Television; Software; Programming; **Advertisements; Monitoring** ; Demographics; Packages; Menus; Cable television; Databases

**Dialog eLink:**

**USPTO Full Text Retrieval Options**

11/5/6 (Item 2 from file: 60)

DIALOG(R)File 60: ANTE: Abstracts in New Tech & Engineer

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0000538215 IP Accession No: 2008235286

**Advertisement distribution system for distributing targeted advertisements in television systems**

Eldering, Charles A; Gill, Komlika K

, USA

**Publisher Url:** [http://patft.uspto.gov/netacgi/nph-](http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=/netaht/ml/PTO/search-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=7328448.PN.&OS=pn/7328448&RS=PN/7328448)

[Parser?Sect1=PTO2&Sect2=HITOFF&u=/netaht/ml/PTO/search-](http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=/netaht/ml/PTO/search-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=7328448.PN.&OS=pn/7328448&RS=PN/7328448)

[adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=7328448.PN.&OS=pn/7328448&](http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=/netaht/ml/PTO/search-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=7328448.PN.&OS=pn/7328448&RS=PN/7328448)

[RS=PN/7328448](http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&u=/netaht/ml/PTO/search-adv.htm&r=1&p=1&f=G&l=50&d=PTXT&S1=7328448.PN.&OS=pn/7328448&RS=PN/7328448)

**Document Type:** Patent

**Record Type:** Abstract

**Language:** English

**File Segment:** ANTE: Abstracts in New Technologies and Engineering

**Abstract:**

Providing refreshed advertisements to subscriber equipment 210, such as a **set-top** box. A 'client' application runs on the subscriber equipment 210 and includes a queue 404 for storing targeted **advertisements**, a processor 402 for **monitoring** the display of each **advertisement** to the subscriber, a counter 410 for counting each display, and a trigger circuit 406 for initiating an advertisement download each time it is determined that the queue of advertisements stored at the client application has reached a low-level threshold. An advertisement management system 202 provides advertisements to the client application. These advertisements may be network-based advertisements or may be targeted to each individual subscriber, based on a subscriber profile that is provided by a subscriber characterization system 204.

**Descriptors:** **Advertisements;** Queues; **Monitoring;** Television systems; Microprocessors; Management systems; Networks; Trigger circuits; Thresholds ; Downloading; Storage

12/3,K/1 (Item 1 from file: 613)  
DIALOG(R)File 613: PR Newswire  
(c) 2010 PR Newswire Association Inc. All rights reserved.

00692019 20011218PHTU007 (USE FORMAT 7 FOR FULLTEXT)  
**Astound Broadband Selects WorldGate to Provide Interactive TV**

PR Newswire  
Tuesday , December 18, 2001 07:45 EST  
**Journal Code:** PR **Language:** ENGLISH **Record Type:** FULLTEXT **Document**  
**Type:** NEWSWIRE  
**Word Count:** 733

**Text:**

...customers will be able to surf the Web, access local news, sports, entertainment and other **information, send** and receive e-mail, and chat -- through their TVs. In addition, subscribers will have access...

...feature, an enhanced TV service that allows viewers to instantly interact with the programs and **advertisements** they're **watching**. Astound's digital cable customers can simply press a button on their remote control or...

...related Web content. To receive WorldGate's Interactive TV Service, customers must have a digital **set-top** box. Currently, over 60 percent of Astound's cable customers have digital set-top boxes...

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12/3,K/2 (Item 1 from file: 813)  
DIALOG(R)File 813: PR Newswire  
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1408307                      SFTH068  
**Wink Communications, Inc. Changes the Advertising Landscape**

**Date:** January 21, 1999      17:01 EST      **Word Count:** 1,066

**Correction:**

...programming and advertising. Wink E-Commerce provides endless opportunities for advertisers to create interactive television **commercials**. Viewers **watching** Wink E-commercials on NBC, ESPN, The Weather Channel and other innovative networks can respond to these interactive...  
...enhancement, a television viewer simply clicks the remote control of a Wink-enabled television or **set-top** terminal when the Wink symbol appears on the screen.

The Wink Response Network(TM) aggregates viewers' requests for product or product **information** and **forwards** them to advertisers for fulfillment. This transaction capture-and-routing capability -- an integral part of...

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12/3,K/4 (Item 1 from file: 484)  
DIALOG(R)File 484: Periodical Abs Plustext  
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09519928      **Supplier Number:** 35705463 (USE FORMAT 7 OR 9 FOR FULLTEXT  
)

**Four channels, one game**

Maar, Joesph

Television Broadcast ( TVBC ) , v21 n10 , p 9 , p. 2

Oct 1998

**ISSN:** 0898-767X      **Journal Code:** TVBC

**Language:** English      **Record Type:** Fulltext

**Word Count:** 926

**TEXT:**

...One TD runs this switching system while another controls a computer that delivers data to **set-top** boxes. The data includes anything from trivia contest information to **regulating** remote control features.

ACTV...

...kinds of cars, and let (viewers) choose which one of those cars they want to **watch** at the **commercial** break," remarked Imai. "It's much more effective in terms of advertising if you let the person have some authorship in what **information** is being **sent** to them."

The system requires a subscriber to have a newer, digital, **set-top** box. At present, ACTV works with General Instruments' model DCT 1000 cable box, which TCL...

19/3,K/5 (Item 3 from file: 610)  
DIALOG(R)File 610: Business Wire  
(c) 2010 Business Wire. All rights reserved.

00274347 20000508129B4874 (USE FORMAT 7 FOR FULLTEXT)  
**L90 Debuts "L90/ToGo" A B2B Wireless Platform for Personalized Marketing**

Business Wire  
Monday , May 8, 2000 09:17 EDT  
**Journal Code:** BW **Language:** ENGLISH **Record Type:** FULLTEXT **Document**  
**Type:** NEWSWIRE  
**Word Count:** 628

**Text:**

...users can order food or beverages to be ready on arrival.)  
In turn, the business **send** ongoing, highly targeted messages or  
**information**  
about special offers to the subscriber's **wireless device**.

"Due to the flexibility of adMonitor, most of the resources to serve and  
**track**  
wireless **ads** already exist within our current technology. With an  
increasing  
demand for wireless applications, we made...

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19/3,K/8 (Item 1 from file: 484)  
DIALOG(R)File 484: Periodical Abs Plustext  
(c) 2010 ProQuest. All rights reserved.

04897868      **Supplier Number:** 64585506 (USE FORMAT 7 OR 9 FOR FULLTEXT  
)

**Will cellphones be stoolies? Wireless Worries**

Hawkins, Dana

U.S. News & World Report ( GUNW ) , p 74

Nov 27, 2000

**ISSN:** 0041-5537      **Journal Code:** GUNW

**Document Type:** Feature

**Language:** English

**Record Type:** Fulltext; Abstract

**Word Count:** 264

**TEXT:**

...locate callers who dial 911 for help. Now the race is on to tap this **tracking** capability for **commercial** use. Wireless **advertisers**, service providers, and Web sites are also looking **forward** to gathering and storing **data** from **mobile** devices connected to the Internet. "**Cellphones** are turning into location-tracking devices," says Alan Davidson, an attorney at the Center for...



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19/3,K/10 (Item 2 from file: 16)  
DIALOG(R)File 16: Gale Group PROMT(R)  
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07369646 **Supplier Number:** 59519969 (USE FORMAT 7 FOR FULLTEXT)

**PDAs as Ad Vehicles.(personal digital assistants)(Industry Trend or Event)**

MARX, ANDY

Internet World , v 6 , n 3 , p 38

Feb 1 , 2000

**Language:** English **Record Type:** Fulltext

**Document Type:** Magazine/Journal ; Trade

**Word Count:** 519

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...advertisers," says David Rice, the director of content development at AvantGo.com.

"Also, like banner **ads**, **advertisers** will be able to **track** clickthroughs when a user synchronizes his **handheld device** to his computer, which then **sends information** to the advertiser's Web site," Rice says. "For an advertiser, there's a tremendous...